

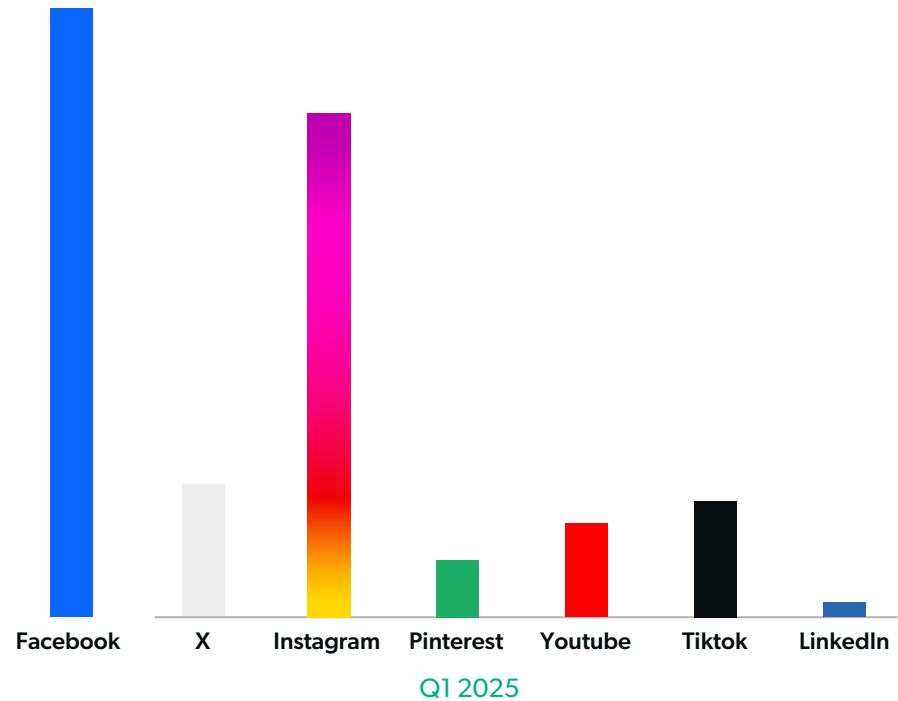


Magazine Media Social Media Monitor

Q1-2025

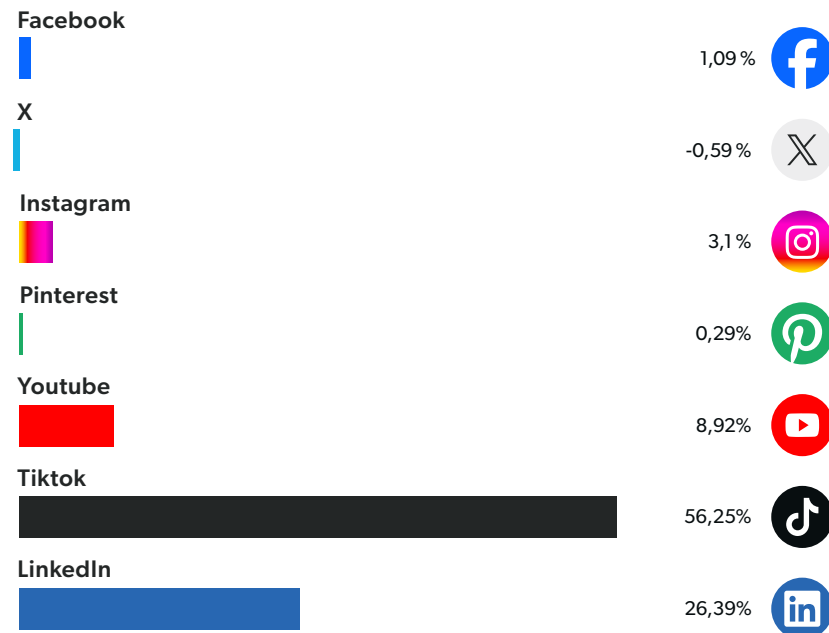
						
10.226.520	2.202.068	8.465.535	958.432	1.574.958	1.952.466	2.47.118

**Totaal aantal volgers
per sociaal netwerk binnen
magazine media branche**
(31 maart 2025)



Groei % volgers per social netwerk binnen magazine media branche

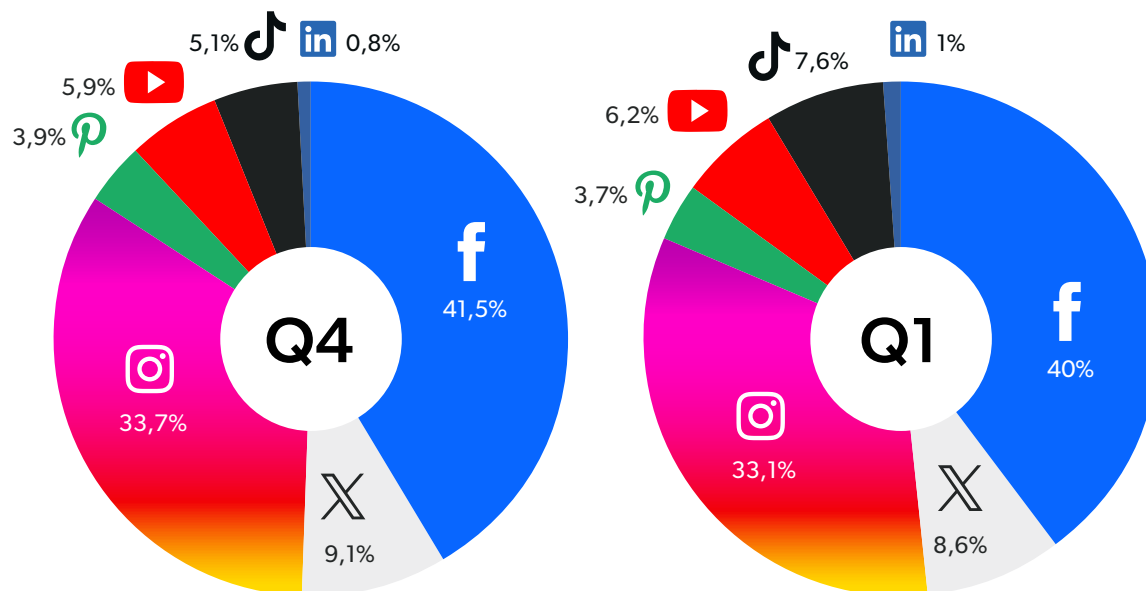
(31 maart 2025)



Q4 2024 vs Q1 2025

Aandeel per sociaal netwerk t.o.v. de totale magazine media branche

(31 maart 2025)



Q4 2024 vs Q1 2025

Top 25 grootste magazine media merken (31 maart 2025)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Miljuschka (1)	1.786.430	14 Panorama (12)	461.618
2 LINDA. (3)	1.559.003	15 Donald Duck (13)	456.889
3 Vtwonen (2)	1.525.891	16 AndC (15)	456.125
4 Voetbal International (4)	1.298.968	17 Tina (16)	443.903
5 Playboy (5)	1.268.775	18 Cosmopolitan (17)	439.096
6 Bright (6)	1.004.714	19 Libelle (18)	413.572
7 Power Unlimited (-)	831.663	20 Psychologie Magazine (20)	384.881
8 ELLE (7)	761.983	21 Autoweek (19)	382.587
9 VOGUE (8)	690.156	22 Ouders van Nu (21)	316.730
10 Flow (9)	592.617	23 Quote (-)	304.836
11 ELLE Decoration (11)	574.029	24 Truckstar (22)	294.953
12 National Geographic (10)	564.984	25 Margriet (23)	268.798
13 Happinez (14)	463.309		

Q4 2024 vs Q1 2025



Top 25 magazine media merken op Facebook

(31 maart 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.100.000	14 Donald Duck (14)	202.000
2 LINDA. (2)	635.000	15 Psychologie Magazine (15)	195.000
3 Panorama (3)	449.000	16 VROUW (16)	167.000
4 National Geographic (4)	438.726	17 Margriet (17)	161.000
5 Miljuschka (5)	349.000	18 VOGUE (18)	153.000
6 Vtwonen (6)	343.000	19 Vriendin (20)	142.000
7 Voetbal International (7)	299.000	20 Truckstar (19)	141.000
8 Cosmopolitan (8)	276.000	21 Kek mama (21)	135.000
9 ELLE (9)	252.000	22 Flair (23)	135.000
10 Happinez (10)	233.000	23 Flow (22)	133.000
11 Libelle (12)	233.000	24 Veronica Magazine (24)	124.000
12 ZIN (11)	233.000	25 AndC (25)	112.000
13 Ouders van Nu (13)	223.000		

Q4 2024 vs Q1 2025



Top 25 magazine media merken op X (31 maart 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	525.923	14 Grazia (14)	36.621
2 Playboy (2)	158.011	15 Flow (15)	32.974
3 Donald Duck (3)	147.022	16 Autoweek (16)	29.047
4 VOGUE (4)	90.513	17 Maarten! (17)	26.781
5 EW Magazine (5)	89.225	18 Libelle (18)	26.093
6 ELLE (7)	81.384	19 Vtwonen (20)	24.445
7 De Groene Amsterdammer (6)	81.209	20 Meiden Magazine (21)	24.092
8 Vrij Nederland (8)	79.546	21 OneWorld (19)	23.590
9 LINDA. (9)	52.248	22 Nieuwe Revu (22)	23.088
10 Quote (11)	47.580	23 Formule 1 (24)	22.724
11 HP/De Tijd (10)	47.373	24 Happinez (23)	22.685
12 Bright (12)	44.384	25 Quest (25)	18.635
13 Runner's World (13)	38.264		

Q4 2024 vs Q1 2025



Top 25 magazine media merken op Instagram (31 maart 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Mijjuschka (1)	1.087.618	14 Wendy (14)	135.786
2 Vtwonen (2)	853.613	15 LINDA.MEIDEN (15)	132.766
3 LINDA. (3)	788.970	16 Vorsten (16)	130.839
4 ELLE Decoration (4)	533.476	17 Meiden Magazine (17)	118.951
5 Flow (5)	337.287	18 Donald Duck (18)	107.867
6 VOGUE (6)	285.718	19 Power Unlimited (-)	100.938
7 Voetbal International (7)	274.799	20 Truckstar (19)	99.295
8 AndC (8)	250.962	21 Cosmopolitan (20)	95.868
9 Tina (9)	173.003	22 Women's Health (21)	83.887
10 ELLE (11)	171.440	23 Ouders van Nu (22)	79.876
11 Happinez (10)	171.248	24 Libelle (24)	77.706
12 Psychologie Magazine (12)	141.170	25 Volkskrant Magazine (23)	76.569
13 Harper's BAZAAR (13)	139.186		

Q4 2024 vs Q1 2025



Top 25 magazine media merken op Pinterest

(31 maart 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Vtwnen (1)	288.133	14 Ariadne at Home (14)	8.853
2 ELLE (2)	228.859	15 Santé (16)	8.485
3 Flow (3)	73.521	16 Home & Garden (15)	8.365
4 Libelle (4)	58.101	17 Stijlvol Wonen (17)	7.981
5 Margriet (5)	54.141	18 Groei & Bloei (-)	7.785
6 Miljuschka (6)	41.091	19 Eigen Huis & Interieur (18)	6.595
7 VOGUE (7)	23.805	20 KnipMode (19)	6.262
8 Flair (8)	20.644	21 Foodies (-)	5.942
9 Seasons (9)	16.985	22 Cosmopolitan (21)	5.761
10 ELLE Decoration (10)	15.933	23 LINDA. (22)	5.744
11 Landleven (11)	13.361	24 Kek mama (23)	4.125
12 Happinez (12)	12.651	25 Grazia (24)	3.956
13 Delicious (13)	11.830		

Q4 2024 vs Q1 2025



Top 25 magazine media merken op Youtube

(31 maart 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	331.000	14 Truckstar (12)	21.900
2 Autoweek (2)	212.000	15 Vtwonen (13)	16.700
3 Voetbal International (3)	158.000	16 Yoga Magazine (14)	15.100
4 Tina (4)	135.000	17 KnipMode (15)	13.600
5 Autovisie (5)	127.000	18 Quote (16)	12.000
6 Power Unlimited (-)	86.800	19 ELLE (17)	10.900
7 AndC (6)	72.000	20 Zeilen (18)	9.070
8 LINDA.MEIDEN (7)	59.300	21 Groei & Bloei (-)	8.380
9 LINDA. (8)	47.200	22 Happinez (19)	7.680
10 National Geographic (9)	44.300	23 Cosmopolitan (20)	7.230
11 Motor.NL (11)	36.500	24 Miljuschka (22)	6.760
12 Men's Health (1)	36.000	25 VOGUE (21)	6.620
13 Zoom (-)	25.800		

Q4 2024 vs Q1 2025



Top 21 magazine media merken op TikTok

(31 maart 2025)

MAGAZINE MERKEN			MAGAZINE MERKEN		
1	Power Unlimited (-)	591.600	12	Autovisie (-)	23.300
2	Bright (1)	488.500	13	LINDA. (-)	20.100
3	Miljuschka (2)	294.700	14	Libelle (11)	17.500
4	VOGUE (4)	130.500	15	ELLE (12)	17.400
5	Tina (3)	126.500	16	AndC (13)	12.600
6	LINDA.MEIDEN (5)	49.400	17	Flow (14)	5.466
7	Zo zit dat (6)	36.400	18	Meiden Magazine (-)	3.937
8	Cosmopolitan (7)	36.300	19	Happinez (-)	3.690
9	Voetbal International (9)	34.600	20	ELLE Decoration (-)	2.239
10	Harper's BAZAAR (8)	31.300	21	Winq (15)	1.634
11	Truckstar (10)	24.800			

Q4 2024 vs Q1 2025

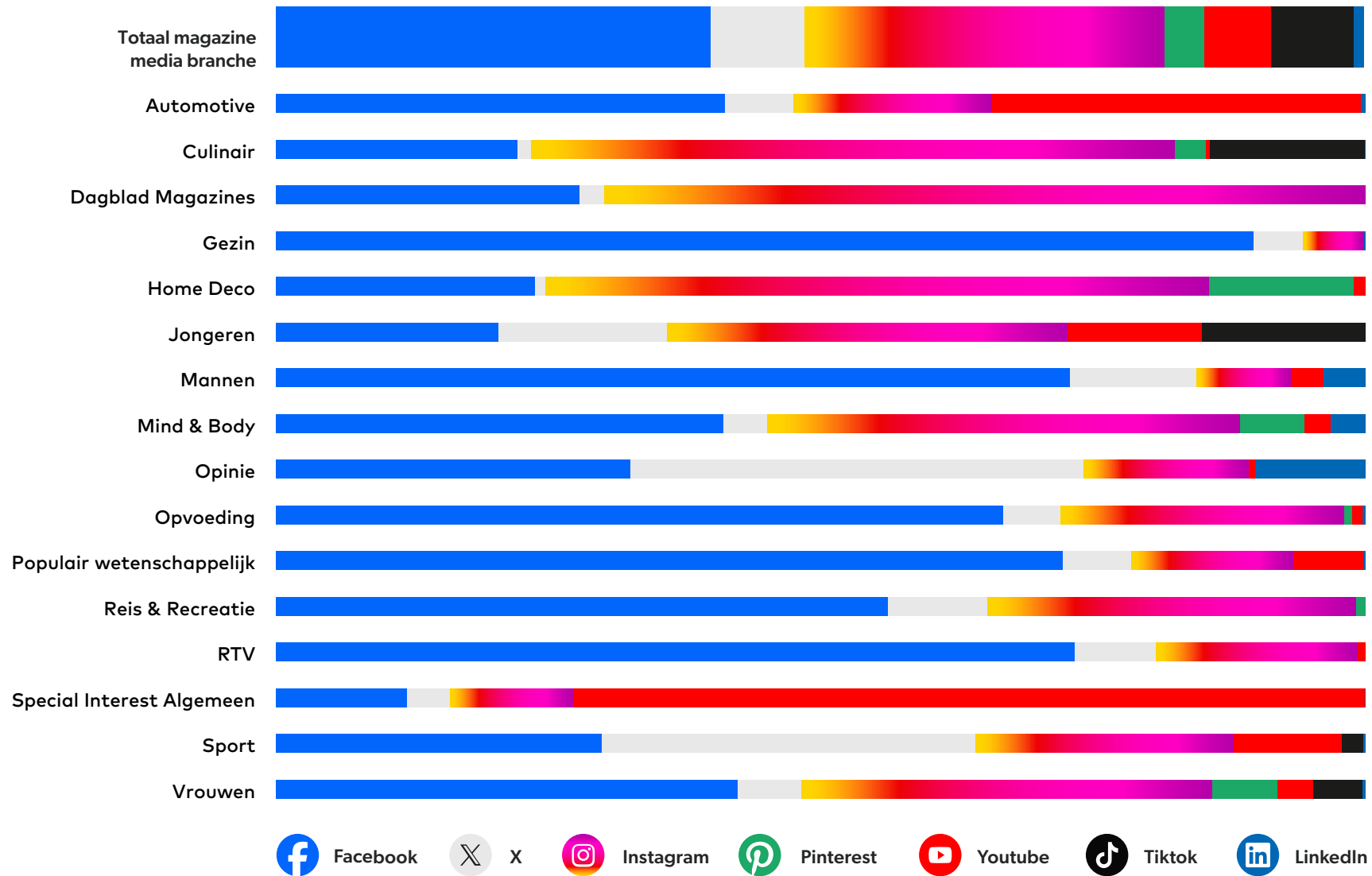


Top 25 magazine media merken op LinkedIn

(31 maart 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Quote (1)	69.526	14 Voetbal International (12)	3.546
2 De Groene Amsterdammer (2)	38.198	15 Plus Magazine (13)	1.295
3 Psychologie Magazine (-)	32.376	16 New Scientist (14)	1.287
4 OneWorld (3)	28.193	17 Libelle (-)	1.166
5 Happinez (4)	12.355	18 Historisch Nieuwsblad (15)	1.031
6 LINDA. (5)	9.741	19 Miljuschka (-)	956
7 Flow (6)	8.189	20 Ouders van Nu (-)	932
8 AndC (-)	7.466	21 Autovisie (-)	894
9 EW Magazine (7)	6.812	22 Winq (-)	717
10 Vrij Nederland (8)	5.744	23 Formule 1 (-)	662
11 HP/De Tijd (9)	5.313	24 Kek mama (-)	586
12 Harper's BAZAAR (10)	4.456	25 360 Magazine (-)	514
13 Truckstar (11)	3.639		

Q4 2024 vs Q1 2025



De Magazine Media Social Media Monitor is samengesteld
door *Rocket*²⁴ in opdracht van:

